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Local Government Revenue Options

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Local Government Revenue Options

Wisconsin's local general purpose government system consists of municipalities (towns, villages, and cities) and counties. These local governments may levy only those taxes that are authorized by the Legislature. In addition to the property tax (and several in lieu of property tax revenues), the Legislature has authorized three optional local taxes for local governments: (1) a county sales and use tax of 0.5%; (2) a municipal and/or county registration fee for certain motor vehicles (the "wheel" tax); and (3) a municipal tax on establishments providing short-term lodging to the public (the "room" tax). Although the property tax accounts for the vast majority of all local tax revenue, use of these other local taxes has increased as local governments seek to reduce their reliance on the property tax.

The structure of local government in Wisconsin extends beyond the general units of municipalities and counties. Wisconsin law also allows the formation of special purpose districts that possess specific taxing authority. As with general units of government, these special purpose districts can levy only those taxes authorized by the Legislature. While not allowed to levy a property tax, certain entities are allowed to levy other taxes, including: (1) a local exposition center district, which, if it meets certain requirements, is allowed to impose a room tax, a food and beverage sales tax, and a car rental tax; and (2) a premier resort area, which can impose either a 0.5% (general case) or a 1.25% (special case) sales tax on sales by tourism-related retailers within the area. In addition, districts overseeing the construction and operation of a new baseball stadium for the Milwaukee Brewers and a renovated football stadium for the Green Bay Packers, were also allowed to impose sales and use taxes with each district.

For each of these taxes, this paper discusses the

tax, the process for local adoption, and the revenue it generates. This paper first discusses the nonproperty taxes that can be levied by general units of government and then discusses the nonproperty taxes that can be levied by local exposition districts and premier resort areas. For information on the authority, taxes, and finances of local professional baseball park and football stadium districts see Legislative Fiscal Bureau informational paper entitled "Local Professional Sports Facilities Financing."

County Sales and Use Tax

Wisconsin counties may adopt a 0.5% sales tax imposed on the same goods and services that are subject to the state sales tax. The tax is "piggy-backed" onto the state sales tax in that the county rate is added to the state rate and the county tax is administered, enforced, and collected by the state. The 0.5% tax applies to items purchased within the county and to some items purchased in a county without a tax, if they are customarily kept in a county with a tax (this is the "use" tax). The use tax applies to most registered vehicles and certain construction materials purchased by contractors. It also applies to items purchased out-of-state and brought to a county with the tax.

Since 1969, Wisconsin counties have had the authority to enact a countywide sales tax, but it was not until 1985 that one was adopted. Until 1985, a county adopting the tax had to distribute all tax collections to its underlying municipalities. The 1985-87 state budget gave a county the option of retaining the sales tax revenues for its own use or distributing all or a portion of the revenues to the towns, villages, cities, and school districts in the county. The method for distributing tax proceeds

was left for the county to determine.

Further revisions to the tax were made in order to improve the administration and enforcement of the tax. The use tax component was added to decrease the incentive to make major purchases outside of a county to avoid paying the county sales tax. These changes are generally viewed as having made the taxes a more attractive option for a county to consider, especially the change that allows the county to retain the tax proceeds.

1985 Wisconsin Act 41 specified that the purpose for which the county sales and use taxes may be imposed was limited to directly reducing the property tax levy. A subsequent 1998 state Attorney General opinion (OAG 1-98) interpreted this provision: "Funds received from a county sales and use tax may be budgeted by the county board to reduce the amount of the countywide property tax levy or defray the cost of any item which can be funded from a county-wide property tax." Subsequently, the Wisconsin Supreme Court (*Brown Cnty. v. Brown Cnty. Taxpayers Ass'n*, Wis. 2022) affirmed the opinion of the Attorney General. The Court stated that, by including, as sources of revenue, both estimated sales and use tax revenue in its 2018 adopted budget, and actual sales and use tax revenue in its 2019 proposed budget, the County fulfilled the "purpose" of s. 77.70, Wis. Stats., which was to directly reduce its property tax levy. The County directly reduced its property tax levy by paying for projects which were fundable by its property tax levy. The Court ruled the ordinance complies with s. 77.70, Wis. Stats.

Local Adoption of the Taxes

The legal requirement for establishment of county sales and use taxes is that the county board adopt an ordinance imposing them. The taxes can be effective at the start of any calendar quarter, provided a certified copy of the ordinance is received by the Department of Revenue (DOR) 120 days in

advance. An ordinance adopted by the county board is also required to repeal the taxes. The repeal is effective on December 31. DOR must be notified 120 days in advance of this date.

In 1986, Barron and Dunn counties became the first counties to impose the taxes. Effective January 1, 2020, Outagamie County (67th County) and effective April 1, 2020, Menominee County (68th County) began to impose the sales and use tax. Table 1 identifies the 68 counties with sales and use taxes for 2021. As of January 1, 2023, the following four counties do not impose the county sales and use tax: Manitowoc, Racine, Waukesha, and Winnebago.

Revenue from the Taxes

DOR retains 1.75% of the county sales and use taxes to cover the administrative costs of collecting the taxes. At the end of each fiscal year, any unencumbered balance in DOR's appropriation account for administration of the taxes is lapsed to the general fund. In addition, retailers are permitted to retain 0.5% of the taxes collected to cover their administrative costs. Thus, 97.75% of county tax collections are paid to the county. Under current law, DOR must distribute tax revenue to the county by the end of the calendar quarter following the quarter when collected. However, DOR began making monthly distributions in 1988 after discovering that it could reimburse counties on a more timely basis. Table 1 identifies the annual amounts received by each county since 2015.

Table 2 compares the county share of 2021 county sales and use tax collections with the 2020(21) gross county property tax levy for the 68 counties with a tax in effect for 2021. On average, the county share was equivalent to 26.4% of the county levy for those counties with the taxes. The county share of the property tax levy varied from a low of 4.0% in Menominee County to a high of 48.4% in Ozaukee County.

Table 1: County Sales and Use Tax Revenue Distributions

County	2015	2016	2017	2018	2019	2020	2021
Adams	\$1,427,405	\$1,480,647	\$1,502,031	\$1,619,635	\$1,755,582	\$1,787,336	\$2,169,748
Ashland	1,281,926	1,267,514	1,378,495	1,382,121	1,477,186	1,560,220	1,768,537
Barron	4,295,189	4,201,198	4,385,248	4,545,843	4,641,420	4,909,812	5,702,239
Bayfield	1,062,431	1,045,519	1,099,844	1,191,617	1,288,573	1,379,699	1,648,644
Brown	0	0	0	22,643,051	28,540,229	29,567,247	32,909,924
Buffalo	759,990	727,015	726,363	792,328	845,053	897,040	1,037,912
Burnett	938,883	988,596	1,040,429	1,110,518	1,170,468	1,349,627	1,585,577
Calumet	0	0	0	2,287,777	3,991,487	4,376,839	5,031,793
Chippewa	4,923,999	4,975,654	5,313,212	5,820,324	6,113,403	6,211,188	7,575,686
Clark	1,820,882	1,818,704	1,947,412	2,128,155	2,104,407	2,344,009	2,684,691
Columbia	4,233,278	4,391,884	4,866,485	4,740,714	4,978,035	5,225,904	6,204,194
Crawford	1,475,585	1,503,074	1,571,372	1,514,305	1,577,457	1,611,795	1,865,443
Dane	52,618,483	54,924,281	57,394,965	60,940,691	62,964,433	60,288,270	69,120,602
Dodge	5,732,174	5,907,833	6,620,448	6,846,899	6,913,135	7,415,436	8,320,492
Door	3,658,093	3,914,091	3,962,457	4,115,300	4,282,865	4,434,051	5,633,974
Douglas	4,322,614	3,852,217	3,814,280	4,020,096	4,348,264	4,453,442	5,369,307
Dunn	2,814,967	2,839,674	2,952,988	3,147,360	3,365,979	3,541,254	3,861,426
Eau Claire	10,127,245	10,020,414	10,393,895	10,803,330	11,090,958	11,119,872	12,750,351
Florence	243,320	240,625	268,693	283,978	288,853	304,084	365,044
Fond du Lac	7,599,139	8,093,424	8,211,906	8,372,558	8,750,661	9,010,236	10,329,498
Forest	506,854	540,004	648,395	554,247	586,602	647,369	755,222
Grant	3,267,522	3,303,469	3,449,080	3,468,323	3,583,851	3,778,574	4,310,118
Green	2,491,234	2,549,515	2,727,172	2,825,796	2,938,080	3,084,463	3,405,002
Green Lake	1,294,078	1,329,739	1,391,076	1,446,107	1,457,211	1,630,022	1,928,870
Iowa	1,688,280	1,720,396	1,785,539	1,844,199	1,890,833	2,050,263	2,557,136
Iron	442,998	471,870	504,553	467,412	514,443	542,179	662,968
Jackson	1,499,067	1,413,897	1,563,640	1,679,381	1,516,753	1,520,224	1,720,299
Jefferson	5,799,119	6,040,112	6,165,839	6,470,539	6,657,535	6,921,688	7,802,890
Juneau	1,550,116	1,635,156	1,783,152	1,851,800	1,904,313	2,051,201	2,410,495
Kenosha	13,890,547	13,766,666	14,166,161	14,384,102	15,749,159	16,172,117	18,879,670
Kewaunee	0	0	674,305	1,142,369	1,235,864	1,321,465	1,448,461
La Crosse	11,791,509	12,000,045	12,390,120	12,638,215	13,069,425	13,366,741	15,382,665
Lafayette	835,539	840,078	974,794	926,456	983,400	1,018,799	1,218,359
Langlade	1,561,144	1,645,434	1,658,022	1,695,177	1,801,462	1,957,326	2,161,948
Lincoln	1,842,076	1,930,909	2,056,871	2,133,224	2,212,181	2,336,568	2,645,743
Marathon	11,592,871	12,266,712	12,157,767	12,622,576	13,164,932	13,883,466	15,551,307
Marinette	2,983,011	3,446,233	3,425,633	3,457,049	3,756,265	3,977,533	4,574,753
Marquette	840,179	829,092	890,776	928,765	1,005,016	1,130,879	1,215,844
Menominee	0	0	0	0	0	71,670	110,248
Milwaukee	70,635,556	72,374,702	74,354,751	77,538,845	81,821,898	79,960,710	90,174,474
Monroe	3,316,443	3,303,466	3,430,951	3,712,551	3,786,513	3,757,559	4,462,762
Oconto	1,738,807	1,946,407	2,018,912	2,025,874	2,110,300	2,348,477	2,846,469
Oneida	4,018,027	4,461,818	4,495,240	4,463,192	4,820,469	5,293,263	6,114,422
Outagamie	0	0	0	0	0	16,082,655	22,295,387
Ozaukee	7,770,135	8,000,133	8,144,983	8,442,458	8,895,308	9,290,771	10,502,045
Pepin	477,469	500,199	535,542	526,132	544,420	614,596	682,123
Pierce	2,049,427	2,117,585	2,201,963	2,300,911	2,405,413	2,584,785	3,042,540
Polk	2,892,862	3,081,234	3,186,231	3,368,867	3,582,040	4,035,623	4,622,353
Portage	5,931,529	6,291,029	6,324,387	6,677,303	6,979,849	7,032,629	7,710,815
Price	906,656	913,842	958,469	954,948	1,000,908	1,081,286	1,243,414
Richland	1,049,884	1,128,987	1,147,509	1,171,521	1,191,815	1,271,785	1,480,098
Rock	12,280,876	13,245,422	13,765,955	14,262,421	14,889,568	15,916,286	18,119,348
Rusk	925,782	892,809	865,811	921,363	973,903	1,046,314	1,136,019
St. Croix	6,831,250	7,267,078	7,631,279	8,096,138	8,656,280	9,759,979	10,818,014
Sauk	8,444,614	8,700,516	9,062,308	9,255,565	9,477,804	8,906,846	11,366,235

County	2015	2016	2017	2018	2019	2020	2021
Sawyer	1,852,265	1,804,782	1,823,034	1,932,673	2,002,686	2,234,546	2,636,289
Shawano	2,354,377	2,514,032	2,691,910	2,706,189	2,886,857	3,115,764	3,601,252
Sheboygan	0	0	8,027,771	9,813,231	10,399,985	10,654,799	12,160,204
Taylor	1,197,027	1,189,667	1,228,523	1,253,571	1,270,902	1,407,288	1,639,458
Trempealeau	2,055,439	1,938,709	2,033,903	2,170,461	2,170,565	2,256,601	2,524,761
Vernon	1,649,723	1,675,913	1,717,371	1,796,938	1,834,563	2,017,545	2,367,389
Vilas	2,223,092	2,418,388	2,526,102	2,615,924	2,792,546	3,051,564	3,632,045
Walworth	8,608,623	9,163,989	9,451,002	10,118,375	10,795,326	11,207,459	13,132,508
Washburn	1,216,318	1,231,459	1,226,869	1,300,035	1,376,449	1,526,485	1,815,432
Washington	10,998,713	11,482,245	11,987,797	12,187,214	12,504,591	13,364,837	15,023,419
Waupaca	3,293,481	3,521,784	3,579,211	3,759,158	3,855,361	4,130,827	4,584,195
Waushara	1,282,253	1,320,040	1,420,594	1,485,363	1,545,843	1,651,632	1,937,711
Wood	<u>5,719,077</u>	<u>4,737,751</u>	<u>5,814,733</u>	<u>5,892,242</u>	<u>6,227,869</u>	<u>6,647,410</u>	<u>7,218,355</u>
Total	\$344,931,452	\$355,145,672	\$377,516,528	\$419,591,797	\$445,315,805	\$471,500,233	\$543,566,619

Net state sales tax collections after the retailers' discount totaled \$6,978.3 million in 2021-22. Therefore, if all counties had imposed the county sales tax, the estimated yield would have been \$685.6 million (after the \$12.2 million for state administrative costs). This would have equaled 28.8% of the \$2,382.1 million 2021(22) gross county property tax levy.

Local Registration Fees for Motor Vehicles ("Wheel" Tax)

Municipalities have been allowed to impose an annual registration fee, or "wheel tax," on motor vehicles since 1967. In 1979, this authority was extended to counties. Until 1983, the fee applied only to automobiles and station wagons. The fee was limited to 50% of the state registration fee and was collected by the local government that imposed it.

Since 1983, state law has permitted any municipality or county to adopt an ordinance that imposes a flat, annual registration fee on automobiles and trucks of not more than 8,000 pounds customarily kept within that jurisdiction. Vehicles may be subject to both a municipal and a county fee. All vehicles exempt from the state fee are also exempt from local fees. (This exempts, for

example, certain trucks not operated on highways, federal vehicles, and certain vehicles registered to Indian tribes.) All vehicles subject to a state registration fee of \$5 are also exempt. (This category includes, for example, automobiles and buses owned and operated by human service agencies or school districts and vehicles owned and operated for public service by a municipality, county, Indian tribe, or the state.) There is no limit on the amount of the fee. The fee is collected by the Department of Transportation (DOT).

Municipalities are permitted, but not required, to share any portion of the fee with the county or vice versa. Any county or municipality that imposes a registration fee must use the revenues from the fee for transportation-related purposes.

Local Adoption of the Fee

An ordinance adopted by the county board or municipal governing body is required to impose a local registration fee. The local government must notify DOT at least 90 days prior to the first day of the month in which the ordinance takes effect. Repeal of the fee is also by adoption of an ordinance by majority vote of the local governing body. At least a 90-day notice to DOT is required prior to the first day of the month in which an amendment or repeal of the ordinance is effective.

Table 3 lists all 46 local governments that

Table 2: 2021 County Sales and Use Tax Revenue Distributions and Property Tax Levies

County	2021 County Sales and Use Tax	2020(21) County Property Tax Levy	Sales and Use Tax as a % of Property Tax Levy	County	2021 County Sales and Use Tax	2020(21) County Property Tax Levy	Sales and Use Tax as a % of Property Tax Levy
Adams	\$2,169,748	\$18,445,826	11.8%	Marathon	\$15,551,307	\$51,942,102	29.9%
Ashland	1,768,537	8,379,405	21.1	Marinette	4,574,753	17,471,946	26.2
Barron	5,702,239	22,199,959	25.7	Marquette	1,215,844	14,065,418	8.6
Bayfield	1,648,644	11,312,895	14.6	Menominee	110,248	2,723,454	4.0
Brown	32,909,924	91,334,184	36.0	Milwaukee	90,174,474	304,753,969	29.6
Buffalo	1,037,912	7,118,807	14.6	Monroe	4,462,762	18,454,630	24.2
Burnett	1,585,577	10,302,856	15.4	Oconto	2,846,469	20,804,117	13.7
Calumet	5,031,793	22,487,309	22.4	Oneida	6,114,422	16,939,537	36.1
Chippewa	7,575,686	19,953,814	38.0	Outagamie	22,295,387	63,455,764	35.1
Clark	2,684,691	18,073,330	14.9	Ozaukee	10,502,045	21,712,620	48.4
Columbia	6,204,194	28,018,231	22.1	Pepin	682,123	4,724,101	14.4
Crawford	1,865,443	8,907,537	20.9	Pierce	3,042,540	20,116,632	15.1
Dane	69,120,602	200,562,577	34.5	Polk	4,622,353	23,437,745	19.7
Dodge	8,320,492	36,059,788	23.1	Portage	7,710,815	32,748,363	23.5
Door	5,633,974	30,694,379	18.4	Price	1,243,414	10,541,892	11.8
Douglas	5,369,307	17,739,859	30.3	Richland	1,480,098	10,493,886	14.1
Dunn	3,861,426	23,137,885	16.7	Rock	18,119,348	72,576,122	25.0
Eau Claire	12,750,351	37,470,096	34.0	Rusk	1,136,019	8,904,630	12.8
Florence	365,044	4,462,403	8.2	Saint Croix	10,818,014	36,818,548	29.4
Fond du Lac	10,329,498	47,656,628	21.7	Sauk	11,366,235	32,260,337	35.2
Forest	755,222	6,082,856	12.4	Sawyer	2,636,289	12,395,450	21.3
Grant	4,310,118	12,906,698	33.4	Shawano	3,601,252	17,297,838	20.8
Green	3,405,002	17,888,876	19.0	Sheboygan	12,160,204	51,388,385	23.7
Green Lake	1,928,870	15,007,102	12.9	Taylor	1,639,458	12,287,433	13.3
Iowa	2,557,136	14,394,070	17.8	Trempealeau	2,524,761	15,762,674	16.0
Iron	662,968	5,852,032	11.3	Vernon	2,367,389	11,452,904	20.7
Jackson	1,720,299	10,781,537	16.0	Vilas	3,632,045	17,457,285	20.8
Jefferson	7,802,890	31,080,960	25.1	Walworth	13,132,508	60,781,480	21.6
Juneau	2,410,495	13,917,798	17.3	Washburn	1,815,432	10,978,177	16.5
Kenosha	18,879,670	72,403,861	26.1	Washington	15,023,419	38,661,378	38.9
Kewaunee	1,448,461	12,687,302	11.4	Waupaca	4,584,195	29,115,869	15.7
La Crosse	15,382,665	36,480,224	42.2	Waushara	1,937,711	18,187,071	10.7
Lafayette	1,218,359	8,676,206	14.0	Wood	7,218,355	28,167,599	25.6
Langlade	2,161,948	11,196,794	19.3				
Lincoln	2,645,743	14,931,038	17.7	Total	\$543,566,619	\$2,057,484,478	26.4%

either are imposing or had an ordinance to impose a local registration fee, on December 1, 2022. In addition, three cities (Amery, Kenosha, and Mayville) and Chippewa County imposed a local registration fee and then later rescinded the fee.

Revenue from the Fee

Table 3 also compares the amount of revenue

received by each local government that had a wheel tax in place for most of 2021, after DOT's administrative expenses, with each government's 2020(21) gross municipal or county property tax levy. The local fee is collected by DOT at the time the annual state registration fee is paid. DOT retains 17 cents per registration for administrative costs. In 2021, DOT retained \$415,600 to cover its expenses. The rest of the fee is remitted to the

Table 3: Local Registration Fees and Fee Revenues

Jurisdiction	Year First Imposed	Current Fee Amount	2021 Revenue Disbursed	2020(21) Local Property Tax Levy	Revenue as a % of Property Tax Levy
<u>County</u>					
St. Croix	2008	\$10	\$860,157	\$36,818,548	2.3%
Iowa	2015	20	435,544	14,394,070	3.0
Marathon	2016	25	2,995,484	51,942,102	5.8
Lincoln	2017	20	544,925	14,931,038	3.6
Milwaukee	2017	30	17,181,399	304,753,969	5.6
Dane	2018	28	11,852,362	200,562,577	5.9
Green	2018	20	677,925	17,888,876	3.8
Eau Claire	2019	30	2,473,704	37,470,096	6.6
Portage	2019	25	1,473,946	32,748,363	4.5
Richland	2019	20	303,673	10,493,886	2.9
Dunn	2020	20	738,348	23,137,885	3.2
Langlade	2020	15	289,480	11,196,794	2.6
Crawford*	2021	20	278,543	8,907,537	3.1
Vernon	2023	25		Effective March 1, 2023	
<u>City or Village</u>					
Milwaukee**	2008	\$30	\$9,160,882	\$298,795,808	3.1%
Appleton	2015	20	1,274,197	48,543,875	2.6
Beloit	2015	20	575,665	16,414,614	3.5
Gillett	2015	20	23,280	585,759	4.0
Kaukauna	2015	10	152,758	9,627,233	1.6
Fort Atkinson	2016	20	217,281	7,617,646	2.9
Janesville***	2016	20	1,122,270	37,623,628	3.0
Lodi	2016	20	60,838	2,067,499	2.9
Prairie du Sac	2016	20	74,566	2,681,473	2.8
Sheboygan	2016	20	705,517	25,396,844	2.8
Tigerton	2016	10	\$7,323	113,733	6.4
Eden	2017	20	16,419	84,195	19.5
Evansville	2017	20	102,065	2,847,047	3.6
Iron Ridge	2017	10	11,894	293,244	4.1
Milton	2017	30	152,674	3,401,523	4.5
New London	2017	20	130,442	3,735,371	3.5
Platteville	2017	20	115,113	4,733,566	2.4
Portage	2017	20	165,789	6,169,036	2.7
Bellevue	2019	20	234,944	4,100,546	5.7
Green Bay	2019	20	2,013,944	57,542,568	3.5
Manitowoc	2019	20	562,540	16,569,356	3.4
Montello	2019	20	34,841	858,078	4.1
Rice Lake	2019	20	153,281	5,725,103	2.7
Waterloo	2019	15	48,628	2,009,429	2.4
Baraboo	2020	20	212,512	8,970,471	2.4
Madison	2020	40	6,903,169	255,933,598	2.7
Sauk City	2020	20	70,278	2,174,369	3.2
Lomira*	2021	30	22,641	988,228	2.3
Port Edwards	2022	35		Effective January 1, 2022	
Chilton	2022	20		Effective February 1, 2022	
Ashland	2022	20		Effective May 1, 2022	
Boscobel	2022	10		Effective October 1, 2022	
<u>Town</u>					
Arena	2015	\$20	\$26,751	\$245,746	10.9%

*Fees first imposed in 2021 may only be partial year revenues.

**Effective March 1, 2021, the City of Milwaukee's wheel tax rate increased from \$20 to \$30

***Effective January 1, 2022, the City of Janesville's wheel tax rate increased from \$20 to \$40

Source: Department of Transportation

jurisdiction imposing the fee.

Based on estimated vehicle registrations for fiscal year 2022, if a local registration fee of \$10 was imposed statewide, \$47 million in annual revenue would be raised. That equals 1.5% of the 2021(22) gross municipal property tax levy and 2.0% of the gross county property tax levy for that year.

Tax on Short-Term Lodging ("Room" Tax)

Since 1967, towns, villages, and cities have been authorized to impose a tax on establishments selling or providing rooms or short-term lodging to the public. In general, the tax applies to the sales price from selling or furnishing rooms or lodging to travelers by hotel and motel operators, marketplace providers, owners of short-term rentals (a period fewer than 30 days), and other persons or retailers selling or furnishing accommodations that are available to the public. Hospitals, nursing homes, and accommodations provided by religious, charitable, or educational organizations are excluded from the tax. The tax applies only to gross receipts from selling or furnishing sleeping accommodations; therefore, food and other items or services furnished by hotels or motels are not subject to the tax. The room tax is in addition to state and county sales taxes that apply to room charges.

Marketplace Transactions

Effective January 1, 2020, under 2019 Act 10, marketplace providers are defined as persons who facilitate the retail sale of, and process the payment for, taxable goods and services on behalf of a marketplace seller. The sales price subject to tax includes the price charged to a purchaser, including any charges for facilitating the sale on the seller's behalf. A marketplace seller is defined as a seller who sells products through a physical

or electronic marketplace operated by a marketplace provider, regardless of whether the seller is required to be registered with DOR. The marketplace provider, and not the marketplace seller, is liable for collecting and remitting tax on a sale facilitated on behalf of the marketplace seller.

Under Act 10, if there is an offer to sell lodging, including short-term residential lodging, through a marketplace provider's website, the marketplace provider must collect the tax and forward it to the appropriate taxing agency.

Sellers are currently no longer liable for municipal room taxes on sales facilitated by a marketplace, even if the marketplace does not collect the tax. Only the marketplace may be audited and held liable for the tax on the sale. As a result, a seller is liable only for municipal room taxes on sales not made through a marketplace.

Effective October 1, 2021, under 2021 Act 55, a marketplace provider that facilitates sales on behalf of others is required to collect room tax imposed by a municipality, and forward the tax to the municipality on a quarterly basis, along with a form prepared by DOR. The form prepared by DOR must contain at least the following information about the room tax imposed on the marketplace provider: (a) the total sales for properties located in a municipality with a room tax; (b) the total number of nights properties located in a municipality with a room tax were rented; (c) the room tax rate; and (d) the total tax due for properties located in a municipality with a room tax. Act 55 also requires the marketplace provider to continue to notify the marketplace seller that the marketplace provider has collected and forwarded the municipal room tax.

Use of Room Tax Revenues

Prior to June, 1994, municipalities were not restricted as to the tax rate or use of room tax collections. Subsequent to that date, municipalities are

limited to a maximum tax rate of 8% and are required to use at least 70% of any new room taxes be used for tourism promotion and development. Those local governments that had a room tax rate in place prior to June 1994, and retained more than 30% of the revenues from that rate, were "grandfathered in" and were allowed to continue to retain more than 30% of their room tax revenues from that rate.

Generally, a municipality is prohibited from directly spending room tax revenue on tourism promotion and tourism development. Rather, a municipality must forward the required room tax revenue to a tourism commission, if one exists, or a tourism entity. One exception is for a municipality "grandfathered" in 1994 to keep more than 30% of revenue. For these municipalities, beginning with the room taxes collected on January 1, 2017, the amount of room tax revenues that a grandfathered municipality may retain for purposes other than tourism promotion and tourism development was gradually reduced over a period of five years, such that, by fiscal year 2021, an affected municipality would only be able to retain only the same dollar amount of the room tax that it retained in fiscal year 2010, or 30% of its current year room tax revenues, whichever is greater.

A municipality can exceed the 8% maximum tax rate limit and fall below the 70% tourism promotion and tourism development requirement for new room tax revenues if any of the following situations apply:

1. The municipality is located in a county with a population of at least 380,000 and a convention center is being constructed or renovated within that county;

2. The municipality intends to use at least 60% of the revenue collected from its room tax in excess of 7% to fund all or part of the construction or renovation of a convention center that is located in a county with a population of at least 380,000;

3. The municipality is located in a county with a population of less than 380,000 and that county is not adjacent to a county with a population of at least 380,000, and the municipality is constructing a convention center or making improvements to an existing convention center; or

4. The municipality has any long-term debt outstanding with which it financed any part of the construction or renovation of a convention center.

Situations (1) to (4) do not excuse a municipality from the requirement that the percentage of room tax revenues that it retains is equal to, or less than, the percentage it retained prior to May 13, 1994. Currently, the City of Brookfield (10.5%), City of La Crosse (9.5%), City of Madison (10%), and several municipalities in Brown County (10%), Calumet (10%), Outagamie County (10%), and Winnebago County (10%) are the only municipalities that exceed the 8% maximum limit under these provisions.

Tourism Promotion and Tourism Development

Tourism promotion and tourism development is defined to mean any of the following: (a) marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motorcoach groups; (b) transient tourist informational services; or (c) a tangible municipal development, including a convention center. The allowable tourism promotion and tourism development activities must be significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which the room tax is imposed, that are owned by different persons. If a municipality has only one such establishment, the tourism development and tourism promotion activity must be reasonably likely to generate paid overnight stays in that establishment.

Tourism Commission and Tourism Entity

If two or more municipalities in a tourism zone impose a room tax, those municipalities are required to enter into a contract to create a tourism commission. A tourism zone is defined as an area of two or more municipalities that those municipalities agree is a single destination as perceived by the traveling public. The municipalities in a given tourism zone must impose the same room tax rate.

In the case of a single municipality, the tourism commission consists of four to six members, of whom one must be a representative of the Wisconsin hotel and motel industry. Members are appointed by the principal elected official of the municipality with confirmation by a majority vote of the municipality's governing body. When there is more than one municipality in a tourism zone, each municipality's representation on the Commission can vary from one to three members from each municipality depending on the amount of room tax revenues collected in that municipality. This governing body would also include two additional members representing the hotel and motel industry. The members representing the municipalities are appointed by the principal elected official of each municipality with confirmation by the governing body. The two members representing the hotel and motel industry are appointed by the chairperson of the tourism commission.

The expenditure of room tax revenues on tourism promotion and tourism development by the City of Wisconsin Dells and the Village of Lake Delton must be done by their respective tourism entities, unless the municipalities create a tourism commission and forward the revenue to that commission.

A tourism commission is responsible for monitoring the collection of room tax revenues and for contracting with one tourism entity, or other organization if a tourism entity does not exist, for staff, support services, and assistance in

developing and implementing programs to promote and develop tourism. A tourism entity means an organization that: (a) is a nonprofit organization, which existed before January 1, 2015; (b) spends at least 51% of its revenues on tourism promotion and tourism development; and (c) provides destination marketing staff and services for the tourism industry in a municipality. However, if no tourism entity exists, a municipality may contract with a nonprofit organization that either meets criteria (b) and (c) listed above or spends 100% of the room tax revenue it receives from a municipality on tourism promotion and tourism development, and meets criteria (a) and (c) listed above.

A tourism entity's governing body must include either of the following: (a) at least one owner or operator of a lodging facility that collects room tax and is located within the municipality where the tax is imposed; or (b) at least four owners or operators of lodging facilities that collect the room tax and are located in the tourism zone established by the municipalities. Tourism entities annually report to each municipality, from which the entity receives room tax revenues, the purposes for which those revenues were spent.

Reporting Requirements

Each municipality that imposes a room tax must file an annual report with DOR on, or before, May 1. The following information from the previous year must be reported: (a) the amount of room tax revenue collected and the room tax rate imposed; (b) a detailed accounting of the amounts forwarded to a tourism entity or commission and the specification of the entity that received the revenue; (c) a detailed accounting of expenditures of \$1,000 or more made by the tourism entity or commission; and (d) for each tourism entity or commission that received room tax revenues in the previous year, a list of the commission's or tourism entity's governing body members, and the name of the business entity each member owns, operates, or is employed by (if any). Additionally, if a municipality collected room tax on May 13,

1994 and retained more than 30 percent of the tax collected for purposes other than tourism promotion and tourism development, than the municipality is required to report the room taxes retained by the municipality for 2010 through 2014. This information may be reported to DOR only once if the municipality submits the information not later than May 1, 2022.

Local Adoption of the Tax

To implement a room tax, a municipal governing body must adopt an ordinance that authorizes the tax, determines the tax rate, and designates the date the tax takes effect. The last statewide information regarding municipalities that levy the tax is included in financial reports filed with DOR for 2021. As shown in Table 4, according to those reports, 321 of the state's 1,850 municipalities collected the tax in 2021. The 2021 room tax report shows that room tax rates have ranged from 1% to 10.5%. The most common rates were 5% and 8%.

Table 4: Room Tax Rates

Tax Rate	Number of Municipalities		
	2017	2019	2021
< 4.0%	17	20	16
4.0% and < 6.0%	141	134	150
6.0% and < 8.0%	61	59	61
8.0% and < 10.0%	55	60	74
10.0% +	<u>17</u>	<u>19</u>	<u>20</u>
Total	291	292	321

Source: Room Tax Report, Department of Revenue

Revenue from the Tax

Table 5 indicates the annual amount of room tax revenues reported to DOR on municipal financial reports from 2012 through 2021, on a statewide basis, and the annual percentage change in revenues. Total collections were 48% higher in 2021 than collections in 2012. The number of municipalities imposing the tax, the rate, and overall sales are all factors that can influence revenue

Table 5: Room Tax Revenues

Year	Amount*	Percent Change
2012	\$69,590,600	
2013	74,046,400	6.5%
2014	80,385,600	8.6
2015	88,930,800	10.6
2016	96,084,500	8.0
2017	99,592,600	3.7
2018	103,870,600	4.3
2019	107,757,500	3.7
2020	59,887,800	-44.4
2021	103,107,900	72.2

*Figures include the City of Milwaukee room tax collections, which are dedicated to the Wisconsin Center District.

Source: Department of Revenue

growth over time. Table 5 shows a 44.4% decrease in room tax revenues in 2020 due to the COVID-19 pandemic. As a point of comparison, in 2009, room tax revenues declined by 12.4%, due primarily to the slowdown in the state's economy.

The appendix to this paper shows the 2021 room tax rate and revenue for each municipality that reported to DOR on room tax reports and municipal financial reports. In some instances, the amount of room tax collections a municipality includes in its DOR municipal financial report is net of those amounts that are provided to its local entity responsible for tourism promotion and tourism development. Therefore, actual collections likely exceed the total collections shown in Table 5, as well as, for some municipalities, the amounts shown in the appendix to this paper.

Local Exposition District Taxes

This section describes the Wisconsin Center District, a local exposition district that includes Milwaukee County. The first part of this section describes the general authority of a local exposition district and provides some specific

discussion on the Wisconsin Center District (WCD).

2015 Wisconsin Act 60 expanded the authority of the Wisconsin Center District to allow for the District to assist in the construction of a sports and entertainment arena in downtown Milwaukee to be used as the home arena of a professional basketball team and for other sports, recreation, and entertainment activities. The WCD's role in financing the arena is discussed in the Legislative Fiscal Bureau's informational paper entitled, "Local Professional Sports Facilities Financing."

Local Exposition District Authority

Cities, villages, and counties have the authority to individually or jointly create a local exposition district that is separate and distinct from the municipality, county, and state. Such a district has the power to build and operate an exposition center, own and lease property, enter into contracts, employ personnel, issue bonds, and, under certain conditions, impose three different local taxes (room tax, food and beverage tax, and car rental tax).

The requirements for a local exposition district to levy one or more of the three local taxes are very restrictive and likely only allow a district created by the City of Milwaukee to impose such taxes. The specific requirements that an exposition district must meet are as follows:

1. The municipality adopts a resolution certifying that the planned exposition center would be of substantial statewide public purpose. This requires an exposition center that: (a) includes an exhibition hall of at least 100,000 square feet; (b) is projected to support at least 2,000 full-time equivalent jobs; (c) is projected to stimulate at least \$6.5 billion in total spending in the state over a 30-year period; (d) is projected to attract at least 50,000 out-of-state visitors annually; and (e) is projected to generate at least \$150 million of incremental state income, franchise, and sales tax revenues over the 30-year period.

2. The district's sponsoring municipality agrees to stop imposing and collecting its room tax.

3. The district adopts a resolution to impose the tax(es), and a copy of the resolution is sent to the DOR Secretary at least 120 days before its effective date.

Milwaukee's Exposition District

In 1995, the City of Milwaukee created a local exposition district called the Wisconsin Center District for the purpose of acquiring and managing its exposition center facilities. The District is comprised of cities and villages wholly or partially in Milwaukee County.

The composition of the board of directors presiding over the district depends on the type and number of sponsors. Prior to 2015 Act 60, if the district is sponsored by a city of the first class, the board was composed of 15 individuals, from both the public and private sectors, with appointment powers spread between city, county, and state officials. Under Act 60, the WCD board expanded from 15 to 17 members and includes the following members: (a) the Department of Administration (DOA) Secretary, or designee; (b) the Speaker of the Assembly and Majority Leader of the Senate, or their designees; (c) the Minority Leader of the Assembly and the Minority Leader of the Senate, or their designees; (d) the Milwaukee City and County comptroller or chief financial officer; (e) five members appointed by the Milwaukee County Executive; (f) two members appointed by the Mayor of the City of Milwaukee; and (g) three members appointed by the president of the governing body of the City of Milwaukee.

District Taxes

The District first imposed taxes effective on January 1, 1995. The District Board increased the basic room tax from 2.0% to 2.5% on January 1, 2011, and the food and beverage tax from 0.25%

to 0.5% on July 1, 2010. Beginning January 1, 2021, the District Board increased the basic room tax rate from 2.5% to 3.0%.

Table 6 shows the tax rate and the amount of revenue collected for each of the taxes imposed by the WCD for calendar year 2021. As shown, the City of Milwaukee room tax dedicated to the District equals 7% of total room charges (this figure is also included in the Appendix). The City of Milwaukee room tax accounted for 34% of the District's tax collections in 2021.

Table 6: Wisconsin Center District Revenues

	2021 Tax Rate	2021 Revenues
Basic Room Tax	2.5%	\$6,021,600
City of Milwaukee Room Tax	7.0	10,196,700
Food and Beverage Tax	0.5	10,881,700
Car Rental Tax	3.0	<u>2,463,900</u>
Total		\$29,563,900

Source: Department of Revenue

In 2021, a total of \$29,563,900 was collected by DOR from the District taxes. After 2.55% of revenues were deducted to pay for DOR administration of the taxes, actual distributions to the District were \$28,810,100 for 2021, \$20,809,500 for 2020 during the height of the pandemic, and \$37,516,200 for 2019 which is the highest total amount distributed to the District to date. Although not reflected in Table 6, District revenues have recovered from the decline in revenue in 2020 due to the COVID-19 pandemic. Through October, 2022, year-to-date District revenues were up 4% as compared to the same 10-month period in 2019.

Restrictions on Taxes

State statutes limit the amount, duration, and use of the three local taxes. The revenues of each of the district-wide taxes must be used first for the district's debt service, but authorizes the district to use the revenue for other purposes after its bond

obligations are retired if the continued imposition is approved by a majority vote of the WCD's board.

2015 Act 60 deleted the sunset of the WCD's food and beverage taxes (except the sunset would remain for certain retail grocers), vehicle rental tax, and local room taxes of a sponsoring municipality provided to WCD. Act 60 specifies that when the WCD's debt related to the District's exposition center facilities (excluding the sports and entertainment arena) is retired, the District's current food and beverage tax for food and beverage stores (primarily groceries) is to be ended. However, the District Board could reimpose the food and beverage tax on groceries by a majority vote of its members.

State statutes impose a maximum limit on the tax rate for each of the three district-wide taxes, as follows: (1) a 0.25% (0.50% with a majority vote of the board) districtwide sales tax on certain food and beverage sales; (2) a 3% (4% if the state makes a payment under its moral obligation pledge applicable to certain District tax revenue bonds, and with a majority vote of the board) districtwide sales tax on the rental of passenger cars without drivers; (3) a basic room tax of up to 3% of total districtwide room charges; and (4) if the sponsoring municipality is a city of the first class, the city may dedicate its existing room tax to the district.

DOR is responsible for administering any of the local taxes imposed by a local exposition district. The state distributes 97.45% of the taxes collected to the exposition district by the end of the month following the end of the calendar quarter in which the amounts were collected. The remaining 2.55% of collections are retained by the state to cover administrative costs. Any unencumbered balance in DOR's appropriation account for the administration of the tax that exceeds 10% of expenditures from the appropriation during the fiscal year is also distributed back to the district.

Premier Resort Area Tax

A premier resort area tax option is generally allowed for units of local government that meet certain eligibility criteria. The governing body of a political subdivision can enact an ordinance or adopt a resolution declaring itself to be a premier resort area if at least 40% of the equalized value of the taxable property within the political subdivision is used by retailers that fall within certain tourism-related standard industrial classifications. Proceeds from a premier resort area tax may only be used to pay for infrastructure expenses within the jurisdiction of that premier resort area.

A municipality or county, all of which is included in a premier resort area, can enact an ordinance to impose a tax at a rate of 0.5% on the gross receipts from the sale, lease, or rental in the municipality or county of goods or services that are taxable under current state sales tax provisions made by businesses that are included in a second list of tourism-related retailers (this list is more extensive than that used to determine whether the 40% threshold is met). However, the tax does not apply to the storage, use, or other consumption of taxable goods or services within the municipality or county (there is no "use" tax). Further, a county and a municipality within that county cannot each impose the tax on sales by the same tourism-related retailer.

DOR administers, enforces, and collects the premier resort tax. Specifically, DOR rules define the standard industrial classifications subject to the tax and determine whether businesses are subject to the tax. Businesses obtaining a business tax registration certificate from DOR are required to report the standard industrial classification for each place of business in the state. Counties and municipalities imposing the tax receive distributions from DOR that equal 97% of the collections for a reporting period. DOR is authorized to retain 3% of collections to cover the costs of

administration, enforcement, and collection of the tax. Any unencumbered balance in DOR's appropriation account for the administration of the tax at the end of each fiscal year is also distributed back to the premier resort areas.

In 1998, the Village of Lake Delton and the City of Wisconsin Dells each enacted a 0.5% premier resort area tax under the statutory requirements. Under 2001 Wisconsin Act 16, the City of Eagle River was exempted from the statutory requirement that 40% of its equalized value be used by tourism-related retailers in order to declare itself a premier resort area and enacted a premier resort area tax in 2006. The City of Bayfield was provided a similar exemption by 2001 Wisconsin Act 109 and enacted a premier resort area tax in 2003.

Under 2005 Wisconsin Act 440, the Villages of Sister Bay and Ephraim in Door County were also provided an exemption from the statutory requirement that 40% of their equalized value be used by tourism-related retailers in order to declare themselves a premier resort area. Similar exemptions were provided for the Village of Stockholm in Pepin County under 2013 Wisconsin Act 20 and the City of Rhinelander under 2015 Wisconsin Act 55.

In order to impose a premier resort area tax, each municipal governing body must adopt a resolution proclaiming its intent to impose the tax and the same resolution must be adopted by a majority of electors in the municipality at referendum at the first spring primary or election or partisan primary or general election occurring at least 70 days from the date of adoption of the resolution. Electors from each of the following municipalities have passed the required resolution (enacted by their governing body) declaring themselves a premier resort area: (a) the Village of Stockholm, tax first imposed on October 1, 2014, (b) the City of Rhinelander, tax first imposed on January 1, 2017, (c) the Village of Sister Bay, tax first imposed on July 1, 2018, and (d) the Village of Ephraim, tax first

imposed on January 1, 2022.

Under 2009 Wisconsin Act 28, any municipality that enacted an ordinance to impose a 0.5% premier resort area tax prior to January 1, 2000, can amend its ordinance to increase the tax rate to 1.0%. Only the Village of Lake Delton and the City of Wisconsin Dells meet this specified date. Both municipalities increased their premier resort area tax rates to 1%, effective January 1, 2010. Subsequently, under 2013 Wisconsin Act 20, the rate in these two municipalities could be increased to 1.25%, if approved by a majority of the municipal electors. Following such approval, both municipalities increased their premier resort area tax rate to 1.25%, effective July 1, 2014.

Table 7 lists the premier resort area tax revenues for those municipalities that imposed the tax during 2022. The amounts shown are net of the 3% retained by DOR for the Department's costs of administering the tax. Total premier resort area tax

Table 7: Premier Resort Area Tax Revenues

	2022 Tax Rate	2022 Revenues
Bayfield	0.50%	\$120,310
Eagle River	0.50	281,439
Ephraim	0.50	108,521
Lake Delton	1.25	8,757,732
Rhinelanders	0.50	864,929
Sister Bay	0.50	312,549
Stockholm	0.50	10,888
Wisconsin Dells	1.25	<u>2,832,406</u>
Total		\$13,288,774

Source: Department of Revenue

revenues in 2022 were down 22%, as compared to 2019, reflecting the impact of the COVID-19 pandemic. However, the overall revenue decline can be primarily attributed to the Wisconsin Dells and Lake Delton premier resort taxing districts, which were impacted more severely as compared to the smaller districts in northern Wisconsin.

APPENDIX

2021 Room Tax Rates and Reported Revenues

Municipality ⁽¹⁾	2021 Room Tax Rate ⁽²⁾	2021 Reported Tax Revenues ⁽³⁾	Municipality ⁽¹⁾	2021 Room Tax Rate ⁽²⁾	2021 Reported Tax Revenues ⁽³⁾
Adams			Chippewa		
Adams (C)	5.0%	\$2,456	Chippewa Falls (C)	6.0%	\$220,611
Adams (T)	5.5	32,279	Lafayette (T)	6.0	22,581
Dell Prairie (T)	5.0	86,035	Lake Hallie (V)	8.0	269,017
Quincy (T)	8.0	56,139	Stanley (C)	3.0	2,124
Rome (T)	8.0	732,942	Clark		
Strongs Prairie (T)	5.5	81,348	Abbotsford (C)	6.0	26,052
Ashland			Neillsville (C)	6.0	38,966
Ashland (C)	6.5	158,423	Thorp (C)	5.0	34,431
La Pointe (T)	6.5	160,880	Columbia		
Barron			Caledonia (T)	2.4	55,520
Barron (C)	6.0	33,303	Columbus (C)	6.0	37,786
Rice Lake (C)	5.5	314,019	Portage (C)	6.0	152,667
Turtle Lake (V)	4.0	47,956	Wisconsin Dells (C)	5.5	2,745,900
Bayfield			Crawford		
Bayfield (C)	8.0	444,248	Bridgeport (T)	5.0	17,438
Bayfield (T)	6.5	168,472	Clayton (T)	5.0	115
Bayview (T)	6.5	23,120	Ferryville (V)	4.0	18,632
Cable (T)	4.0	28,263	Prairie du Chien (C)	6.0	339,425
Drummond (T)	4.0	9,956	Soldiers Grove (V)	5.0	15,564
Eileen (T)	6.5	14,249	Dane		
Grand View (T)	4.0	17,728	Albion (T)	5.0	8,856
Hughes (T)	3.0	5,947	Blooming Grove (T)	5.5	54,472
Iron River (T)	3.0	12,799	DeForest (V)	8.0	1,258
Namakagon (T)	4.0	164,635	Fitchburg (C)	7.0	23,812
Washburn (C)	6.5	98,384	Madison (C)	10.0	12,088,390
Brown			Madison (T)	8.0	93,142
Allouez (V)	10.0	4,691	McFarland (V)	8.0	8,434
Ashwaubenon (V)	10.0	454,186	Middleton (C)	8.0	1,175,151
Bellevue (V)	10.0	12,813	Middleton (T)	5.0	47,882
De Pere (C)	10.0	7,716	Monona (C)	8.0	348,578
Green Bay (C)	10.0	406,454	Mount Horeb (V)	5.0	74,346
Howard (V)	10.0	11,641	Oregon (V)	8.0	33,582
Pulaski (V)	8.0	46,418	Stoughton (C)	6.0	113,612
Suamico (V)	10.0	154,429	Sun Prairie (C)	7.0	303,439
Buffalo			Verona (C)	7.0	333,613
Alma (C)	5.0	30,069	Vienna (T)	5.0	115,726
Burnett			Waubesa (V)	5.0	30
Siren (V)	5.0	94,747	Westport (T)	5.0	0
Calumet			Windsor (T)	7.0	38,087
Brillion (C)	4.0	20,961	Dodge		
Sherwood (V)	10.0	81	Beaver Dam (C)	5.0	167,969
			Lomira (V)	4.0	3,896
			Waupun (C)	7.5	96,933

Municipality ⁽¹⁾	2021 Room Tax Rate ⁽²⁾	2021 Reported Tax Revenues ⁽³⁾	Municipality ⁽¹⁾	2021 Room Tax Rate ⁽²⁾	2021 Reported Tax Revenues ⁽³⁾
Door			Green Lake		
Baileys Harbor (T)	5.5%	\$175,341	Berlin (C)	4.0%	\$2,585
Brussels (T)	5.5	0	Brooklyn (T)	5.0	77,968
Clay Banks (T)	5.5	3,415	Green Lake (C)	7.0	185,118
Egg Harbor (T)	5.5	193,323	Iowa		
Egg Harbor (V)	5.5	169,561	Dodgeville (C)	5.5	80,847
Ephraim (V)	5.5	249,155	Mineral Point (C)	5.0	60,098
Forestville (T)	5.5	254	Iron		
Forestville (V)	5.5	0	Hurley (C)	5.0	54,460
Gardner (T)	5.5	18,575	Kimball (T)	5.0	48,368
Gibraltar (T)	5.5	298,709	Mercer (T)	4.5	151,133
Jacksonport (T)	5.5	173,279	Montreal (C)	5.0	4,858
Liberty Grove (T)	5.5	162,204	Jackson		
Nasewaupee (T)	5.5	59,487	Black River Falls (C)	7.0	12,069
Sevastopol (T)	5.5	141,171	Brockway (T)	7.0	234,479
Sister Bay (V)	5.5	295,930	Jefferson		
Sturgeon Bay (T)	5.5	21,074	Fort Atkinson (C)	5.0	46,795
Sturgeon Bay (C)	5.5	297,918	Jefferson (C)	5.0	12,049
Union (T)	5.5	6,767	Johnson Creek (V)	8.0	132,186
Washington (T)	5.5	39,354	Watertown (C)	5.0	79,272
Douglas			Juneau		
Solon Springs (V)	2.0	10,859	Lemonweir (T)	5.0	35,860
Superior (C)	7.5	983,124	Mauston (C)	5.0	224,070
Dunn			New Lisbon (C)	5.0	38,489
Menomonie (C)	7.0	413,413	Union Center (V)	5.0	699
Eau Claire			Kenosha		
Altoona (C)	7.0	185,720	Bristol (V)	8.0	14,142
Eau Claire (C)	8.0	2,409,230	Kenosha (C)	8.0	963,105
Union (T)	8.0	126,160	Pleasant Prairie (V)	8.0	76,550
Fond du Lac			Wheatland (T)	8.0	34,355
Fond du Lac (C)	8.0	969,599	Kewaunee		
Ripon (C)	7.0	115,953	Algoma (C)	6.0	131,599
Forest			Kewaunee (C)	4.0	45,387
Crandon (C)	4.5	14,021	La Crosse		
Hiles (T)	4.5	8,197	Campbell (T)	5.0	34,629
Laona (T)	4.5	11,379	Hamilton (T)	1.0	776
Lincoln (T)	4.5	3,629	Holmen (V)	5.0	23,575
Nashville (T)	4.5	29,637	La Crosse (C)	9.5	2,935,028
Wabeno (T)	4.5	1,564	Onalaska (C)	8.0	886,507
Grant			West Salem (V)	5.0	31,852
Boscobel (C)	5.0	40,496	Lafayette		
Lancaster (C)	5.0	27,536	Belmont (V)	4.0	19,774
Platteville (C)	5.0	183,978	Darlington (C)	4.0	4,122
Green			Langlade		
Monroe (C)	4.0	85,943	Antigo (C)	6.0	124,996
New Glarus (V)	5.0	64,017			

Municipality ⁽¹⁾	2021 Room Tax Rate ⁽²⁾	2021 Reported Tax Revenues ⁽³⁾	Municipality ⁽¹⁾	2021 Room Tax Rate ⁽²⁾	2021 Reported Tax Revenues ⁽³⁾
Lincoln			Outagamie		
Merrill (C)	6.0%	\$91,915	Appleton (C)	10.0%	\$147,290
Tomahawk (C)	4.0	54,323	Grand Chute (T)	10.0	357,263
Manitowoc			Kaukauna (C)	10.0	4,016
Manitowoc (C)	8.0	729,068	Kimberly (V)	10.0	34,493
Mishicot (V)	8.0	91,098	Little Chute (V)	10.0	24,947
Two Rivers (C)	8.0	240,849	Ozaukee		
Marathon			Belgium (V)	7.0	10,759
Mosinee (C)	8.0	47,225	Cedarburg (C)	5.0	102,067
Rib Mountain (T)	8.0	469,388	Grafton (V)	7.0	370,191
Rothschild (V)	8.0	480,767	Port Washington (C)	8.0	288,155
Schofield (C)	8.0	33,699	Saukville (V)	7.0	35,194
Wausau (C)	8.0	815,560	Pepin		
Weston (V)	8.0	421,218	Pepin (V)	8.0	57,485
Marinette			Pierce		
Marinette (C)	8.0	483,405	Prescott (C)	8.0	3,309
Marquette			River Falls (C)	6.0	154,486
Buffalo (T)	4.5	2,388	Polk		
Harris (T)	4.5	1,149	Amery (C)	5.0	13,492
Mecan (T)	4.5	21,331	Luck (V)	2.0	13,859
Montello (C)	4.5	20,483	Osceola (V)	5.0	31,420
Montello (T)	4.5	12,889	St. Croix Falls (C)	4.0	24,711
Oxford (T)	4.5	3,340	Portage		
Packwaukee (T)	4.5	15,012	Plover (T)	8.0	58,270
Westfield (V)	4.5	9,366	Plover (V)	8.0	255,654
Milwaukee			Stevens Point (C)	8.0	747,348
Brown Deer (V)	7.0	437,912	Price		
Cudahy (C)	7.0	3,961	Eisenstein (T)	4.5	960
Franklin (C)	8.0	406,681	Lake (T)	4.5	19,432
Glendale (C)	7.0	797,176	Park Falls (C)	4.5	42,358
Greenfield (C)	7.0	16,004	Phillips (C)	3.0	27,703
Milwaukee (C)	7.0	10,196,735	Racine		
Oak Creek (C)	8.0	1,010,790	Burlington (C)	8.0	109,206
Wauwatosa (C)	7.0	1,373,588	Caledonia (V)	8.0	14,915
West Allis (C)	8.0	484,698	Mount Pleasant (V)	8.0	1,170,680
West Milwaukee (V)	8.0	311,466	Racine (C)	8.0	453,721
Monroe			Waterford (V)	8.0	36,389
Sparta (C)	7.0	217,242	Yorkville (T)	8.0	3,805
Tomah (C)	8.0	657,256	Richland		
Oconto			Richland Center (C)	5.0	42,061
Gillett (C)	6.0	2,740	Rock		
Riverview (T)	4.0	601	Beloit (T)	8.0	0
Oneida			Beloit (C)	8.0	195,734
Minocqua (T)	4.0	486,958	Edgerton (C)	5.0	1,265
Pelican (T)	3.5	60,267	Evansville (C)	7.0	17,425
Rhineland (C)	5.5	258,743	Fulton (T)	5.0	42,015
Three Lakes (T)	4.5	34,355	Janesville (C)	8.0	1,024,088
Woodruff (T)	4.0	19,574			

Municipality ⁽¹⁾	2021 Room Tax Rate ⁽²⁾	2021 Reported Tax Revenues ⁽³⁾	Municipality ⁽¹⁾	2021 Room Tax Rate ⁽²⁾	2021 Reported Tax Revenues ⁽³⁾
Rusk			Vilas		
Ladysmith (C)	4.0%	\$38,880	Arbor Vitae (T)	4.0%	\$125,679
St. Croix			Boulder Junction (T)	5.5	215,607
Baldwin (V)	5.0	81,682	Eagle River (C)	4.5	106,738
Hudson (C)	3.0	187,329	Land O Lakes (T)	4.5	79,628
New Richmond (C)	5.0	147,092	Lincoln (T)	4.5	20,007
Sauk			Manitowish Waters (T)	4.5	131,145
Baraboo (C)	6.0	17,056	Plum Lake (T)	4.5	94,173
Delton (T)	5.5	217,940	Presque Isle (T)	4.5	20,557
Lake Delton (V)	5.5	13,419,019	Saint Germain (T)	4.5	535,388
Merrimac (T)	7.0	154,074	Washington (T)	4.5	389,414
Merrimac (V)	7.0	749	Walworth		
Prairie du Sac (T)	6.0	7,767	Delavan (C)	8.0	\$806,898
Prairie du Sac (V)	6.0	0	Delavan (T)	8.0	265,081
Reedsburg (C)	6.0	97,477	East Troy (V)	5.0	13,021
Sauk City (V)	6.0	39,936	Elkhorn (C)	6.0	243,774
West Baraboo (V)	6.0	213,206	Fontana (V)	5.0	661,935
Sawyer			Geneva (T)	6.0	563,990
Bass Lake (T)	4.0	9,345	La Fayette (T)	6.0	38,461
Hayward (T)	4.0	145,206	Lake Geneva (C)	8.0	1,785,637
Hayward (C)	4.0	84,400	Linn (T)	5.0	138,335
Hunter (T)	4.0	199,638	Lyons (T)	3.0	903,217
Lenroot (T)	2.0	38,371	Walworth (V)	5.0	1,193
Shawano			Whitewater (C)	8.0	192,582
Belle Plaine (T)	3.0	30,714	Williams Bay (V)	5.0	61,314
Cecil (V)	3.0	2,968	Washburn		
Shawano (C)	6.0	35,976	Beaver Brook (T)	5.0	6,166
Washington (T)	8.5	650	Spoooner (C)	5.5	6,384
Wescott (T)	4.5	37,142	Washington		
Wittenberg (T)	8.0	51,832	Germantown (V)	6.0	225,131
Sheboygan			Hartford (C)	7.0	177,814
Elkhart Lake (V)	7.0	917,951	Jackson (V)	5.0	45,948
Kohler (V)	5.0	1,364,984	West Bend (C)	8.0	449,911
Plymouth (C)	8.0	247,925	Waukesha		
Sheboygan (C)	8.0	2,103,459	Brookfield (C)	10.5	2,764,718
Sheboygan (T)	8.0	98,129	Brookfield (T)	8.0	512,958
Sheboygan Falls (C)	5.0	45,359	Delafield (C)	8.0	590,559
Wilson (T)	8.0	58,073	Menomonee Falls (V)	8.0	398,857
Taylor			Mukwonago (V)	6.0	16,307
Medford (C)	4.0	46,431	New Berlin (C)	8.0	312,733
Rib Lake (V)	5.0	5,388	Oconomowoc (C)	8.0	415,173
Trempealeau			Pewaukee (C)	8.0	746,686
Osseo (C)	5.0	14,768	Sussex (V)	5.0	0
Trempealeau (V)	5.0	28,344	Waukesha (C)	8.0	850,929
Vernon			Waupaca		
Hillsboro (C)	5.0	31,205	Clintonville (C)	5.0	29,360
Readstown (V)	3.0	4,815	Dayton (T)	8.0	3,370
Viroqua (C)	6.0	59,107	Farmington (T)	8.0	62,249
			Fremont (V)	4.5	26,511
			New London (C)	6.0	12,846
			Waupaca (C)	8.0	241,674

Municipality ⁽¹⁾	2021 Room Tax Rate ⁽²⁾	2021 Reported Tax Revenues ⁽³⁾	Municipality ⁽¹⁾	2021 Room Tax Rate ⁽²⁾	2021 Reported Tax Revenues ⁽³⁾
Waushara			Winnebago (continued)		
Bloomfield (T)	4.0%	\$5,200	Menasha (C)	10.0%	\$1,245
Dakota (T)	4.0	17,183	Neenah (T)	10.0	1,521
Marion (T)	4.0	68,212	Neenah (C)	10.0	68,140
Mount Morris (T)	4.0	39,571	Oshkosh (C)	10.0	1,800,580
Oasis (T)	4.0	38	Wolf River (T)	4.5	10,919
Wautoma (T)	4.0	24,206	Wood		
Wautoma (C)	4.0	1,461	Marshfield (C)	8.0	473,766
Wild Rose (V)	4.0	3,479	Wisconsin Rapids (C)	8.0	<u>377,194</u>
Winnebago			Total		\$103,107,856
Clayton (T)	3.0	4,663			
Fox Crossing (V)	10.0	15,051			

⁽¹⁾ T=Town, V=Village, C=City

⁽²⁾ Rate in place on December 31, 2021, for those municipalities that, according to DOR room tax reports, reported room tax revenues for 2021.

⁽³⁾ Amounts reported on municipal financial report forms submitted to DOR. DOR does not audit these figures as they are not used for state aid purposes. Some municipalities do not show the share of room taxes going to their tourism entities on the financial report form. In certain instances, the amounts reported reflect revenue figures from the DOR room tax reports. Figures include the City of Milwaukee 7% room tax collections for the Wisconsin Center District.

Sources: Department of Revenue